



**CHARTER
PACIFIC**
Corporation Limited

14 September 2015

CHARTER PACIFIC UPDATE ON INTEGRITY SYSTEMS INC.

Further to Charter Pacific Corporation Limited's (ASX:CHF) announcement on 11 September 2015 of entering into an agreement with Integrity Systems Inc. (Integrity) to acquire 100% of Integrity Charter Pacific provides a current copy of a presentation from Integrity for further information for shareholders and investors.

Integrity Systems Inc. is

- **a global company manufacturing and distributing leading edge patented anti-counterfeiting technology,**
- **protecting the integrity of brands and products worldwide,**
- **delivering the capability for brands to connect with their customers in real-time,**
- **a mobile phone app providing multi levels of brand verification by the consumer at the point of sale,**
- **operating for over 15 years globally, the company manufactures ex-China with sales offices in the US, Hong Kong, China, and Sydney, and**
- **all revenue will be earned in US\$.**

As a leader in the anti-counterfeiting industry, Integrity's two levels of anti-counterfeit solutions can be applied to almost any fabrication and substrate, to any part of a product, large or small. It provides multi levels of brand protection layered with client/consumer data integration via the use of a mobile phone app.

Integrity custom designs, manufacture and distribute labels incorporating its leading edge patented GenuineThread™ and GenuineQR Code™ to ISO 9001 international standards. The application for Integrity's technology is versatile for almost any industry including pharmaceutical, apparel and accessories, food and beverage, cosmetics, electronics and automotive.

Tracked with visible and invisible protection, Integrity's patented technology is applied with labels, packaging and directly to the actual product itself to provide multi levels of brand protection.

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INTEGRITY SYSTEMS



The Worlds most advanced and innovative label manufacturer



WE KNOW



The LABEL is EVERYTHING

**“PROTECTING the
BRAND’S LABEL
is the key to
Success”**



WELCOME TO INTEGRITY



GEORGE **MONEMVASITIS**

CEO & FOUNDER

Welcome to our company. For over 15 years we have been making labels and we love what we do. Were all familiar nowadays with QR Codes on consumer goods and we would also know that clever microstrip in banknotes. Well, Integrity have combined the two into the worlds first patented QR Code for the mass market. We add in some other smart technologies and bottom line, its big data combined with Labels to offer state of the art contol over your product distribution and authentication process.

WE

Bring YOUR Brand to Life

“THE WORLDS MOST INNOVATE APPAREL LABEL MANUFACTURER. THINK OF THE LABEL AS DNA FOR CLOTHES”

Garment labels like never before. Our unique **PATENTED** labels drive consumers to your **GENUINE** product every time. We have been making billions of labels every year for famous brands all over the world. And not just any label, A label that protects you from **COUNTERFEITS** and **MARKETS** your products at the same time.

We are the future of brand marketing **PROTECTION** and because we make the labels ourselves it needn't cost the earth to protect you. Our **DIRECT** communication channel sits right on every item you sell and for all to see again and again.



THE TECHNOLOGY IN OUR LABELS

BEYOND just a LABEL

Our GENUINETHREAD™



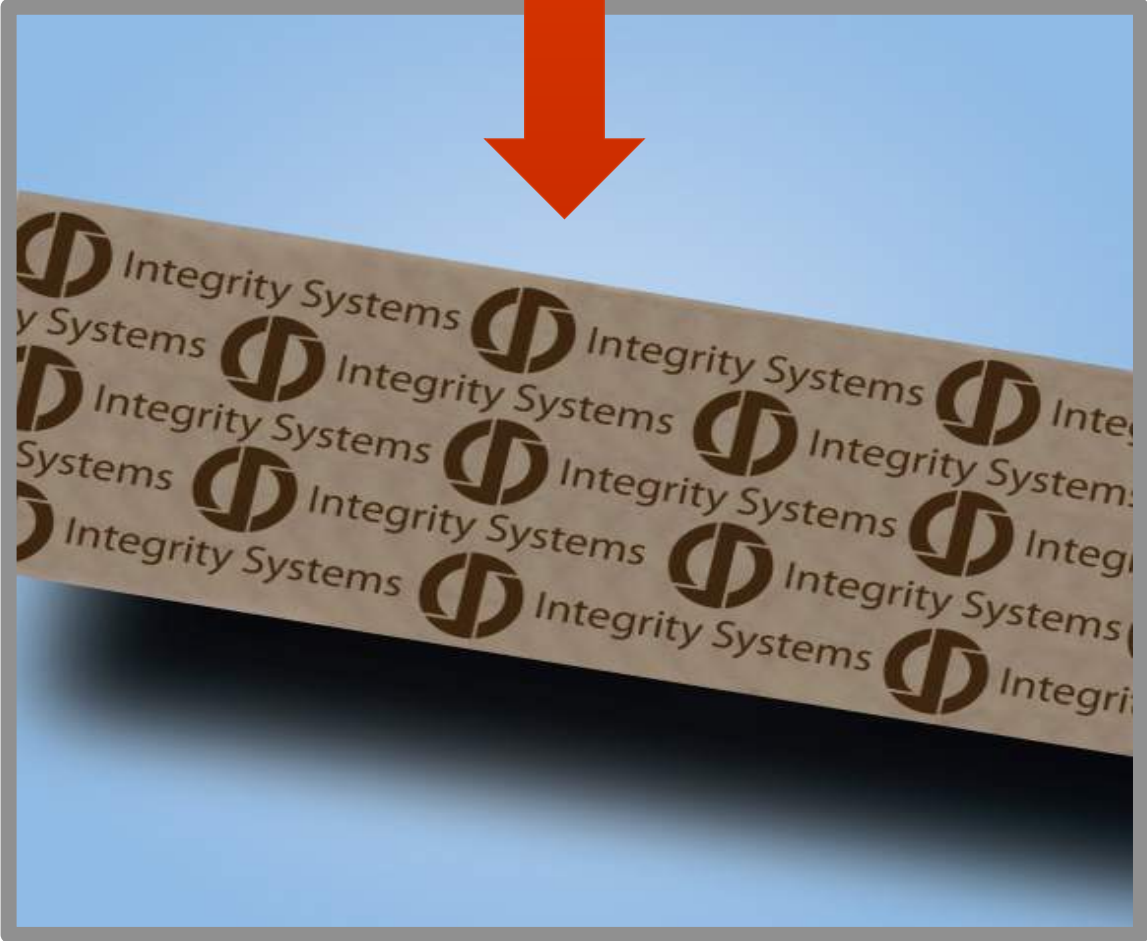

Your Brands LOGO or Data on coded
microthread woven into EVERY Label.
We call it GENUINETHREAD™

WOVEN LABEL WITH SECURITY THREAD AND EMBEDDED TAGGANT



Woven label with Security Thread and taggant. The Security Thread can be seen under magnification either with a hand held magnifying lens or with your smart phone using the Integrity System's app.

- 1. Product authentication
- 2. Overt micro-text
- 3. Covert machine readable taggant



BEYOND Just a QR CODE

Our QR CODE is Patented and CANNOT BE COPIED

QR CODE BY INTEGRITY





M
60% COTTON
40% POLYESTER
MADE IN CHINA

MACHINE WASH
COLD
WASH INSIDE OUT
WITH LIKE COLORS
GENTLE CYCLE
DO NOT BLEACH
TUMBLE DRY LOW
COOL IRON ON
REVERSE SIDE

The 2D matrix code can be printed on any material and attached to any apparel or product. Using The combination of a Security Thread with taggant and 2D Matrix code gives your brand the protection of authenticity that you and your customers deserves.

1. Item identification
2. Product info
3. Track &Trace
4. Smart Phone App
5. Other customer service







The worlds most INNOVATIVE

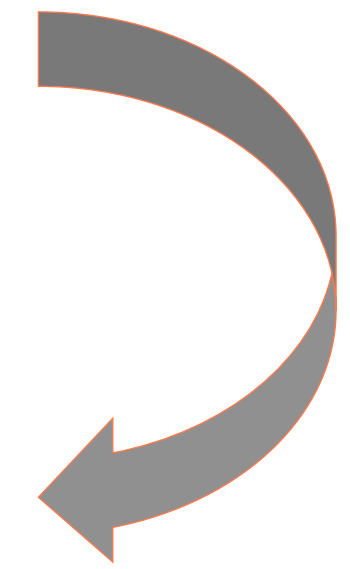
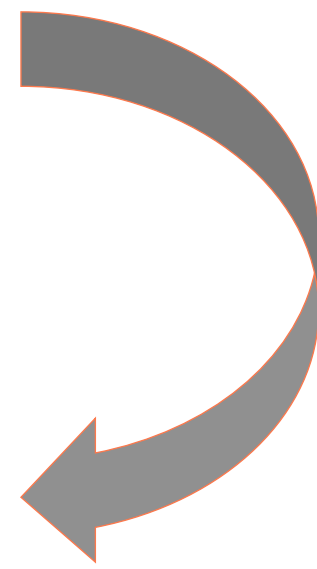


LABEL

A world first exclusive community that starts at and drives future purchases all led by a label that protects your brand. Its an Integrity Label.

THE OPPORTUNITY

sits here



Label

Guarantees Authenticity of every product.



QR Code

Our QR Code is patented and provides big data capability.



Thread

Our Patented GenuineThread woven into every label.



Ability

To reward at point of sale and via online purchases.

WHAT CAN WE DO FOR YOU?

Less fakes more revenue

Our Analysis

100% Our Labels cannot be copied. 100% of the time. WE only manufacture as many labels as there are authentic garments. Every item of your apparel now has its own unique code. **THUS PROVIDING:**

- ✓ **ADDED VALUE**
- ✓ **CREATED COMMUNITY**
- ✓ **ENGAGEMENT**
- ✓ **INTERACTION**



APP FEATURES

SCAN AUTHENTICATE ENGAGE

SCAN

OUR PATENTED BARCODE



VERIFY

THE AUTHENTICITY OF THE PRODUCT.



REWARD

GET REWARDED FOR SCANNING YOUR APPAREL RIGHT THERE AT ANYTIME.



VIDEO

WATCH THE BRIEF VIDEO ON HOW IT ALL WORKS:

<https://vimeo.com/integritysystems>



Steps to Reach The Top

First Step

WE MANUFACTURE YOUR LABEL
TO INTERNATIONAL ISO 9001
STANDARDS

Second Step

WE WEAVE IN YOUR BESPOKE
AND UNIQUE ANTI- COUNTERFEIT
THREAD

Third Step

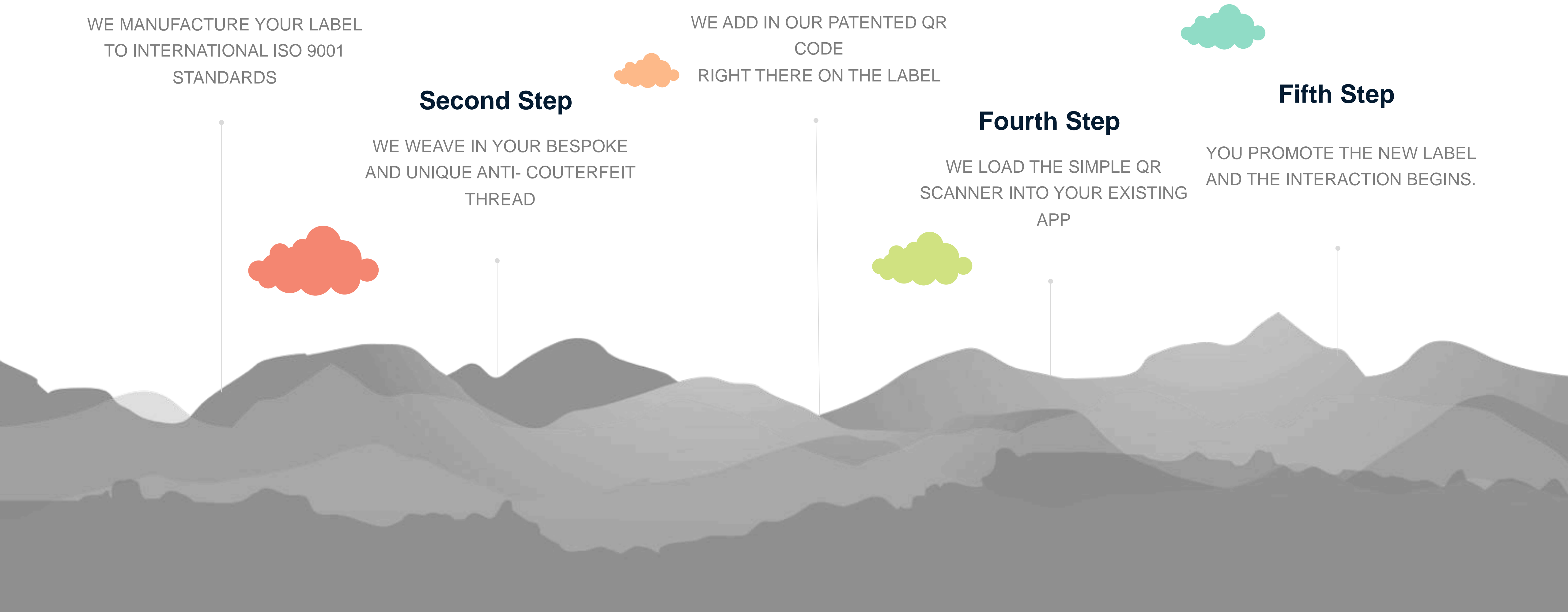
WE ADD IN OUR PATENTED QR
CODE
RIGHT THERE ON THE LABEL

Fourth Step

WE LOAD THE SIMPLE QR
SCANNER INTO YOUR EXISTING
APP

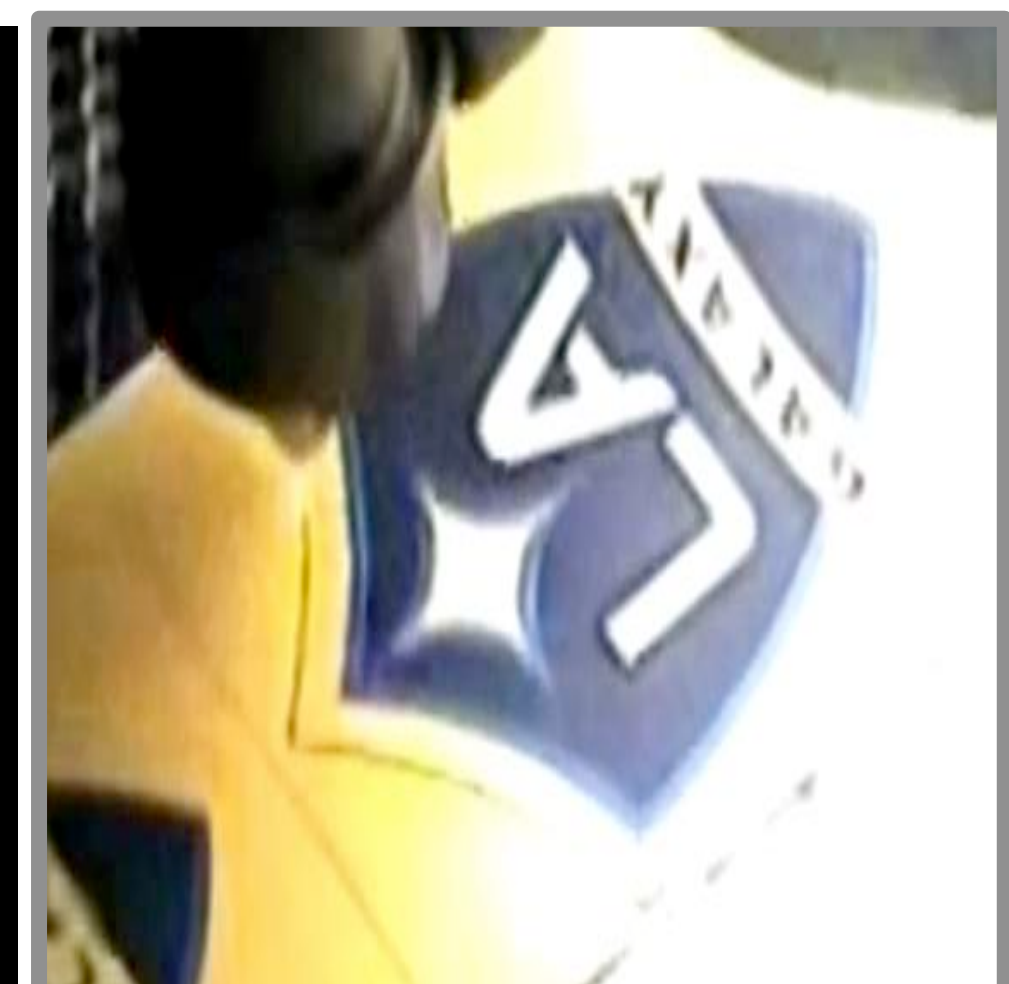
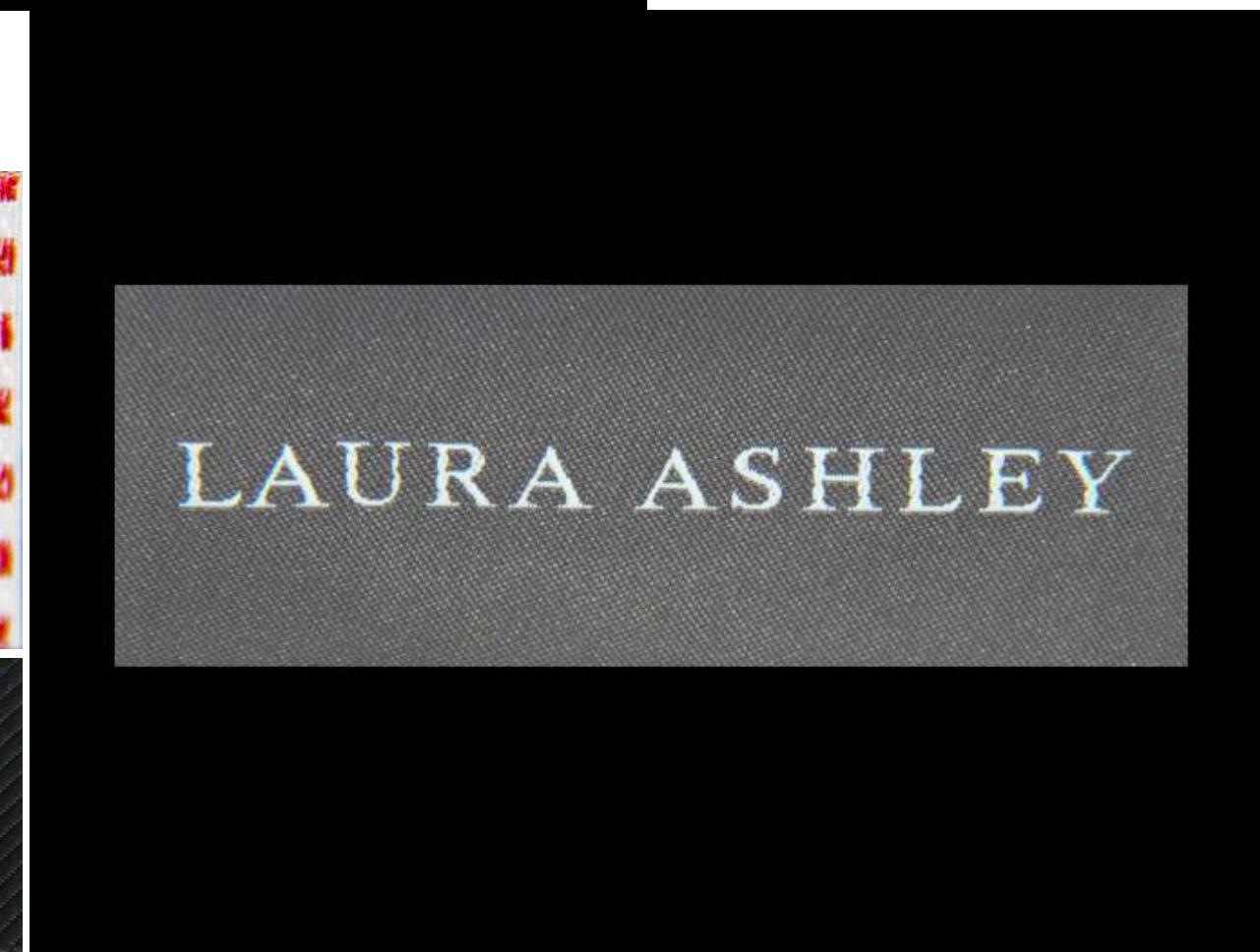
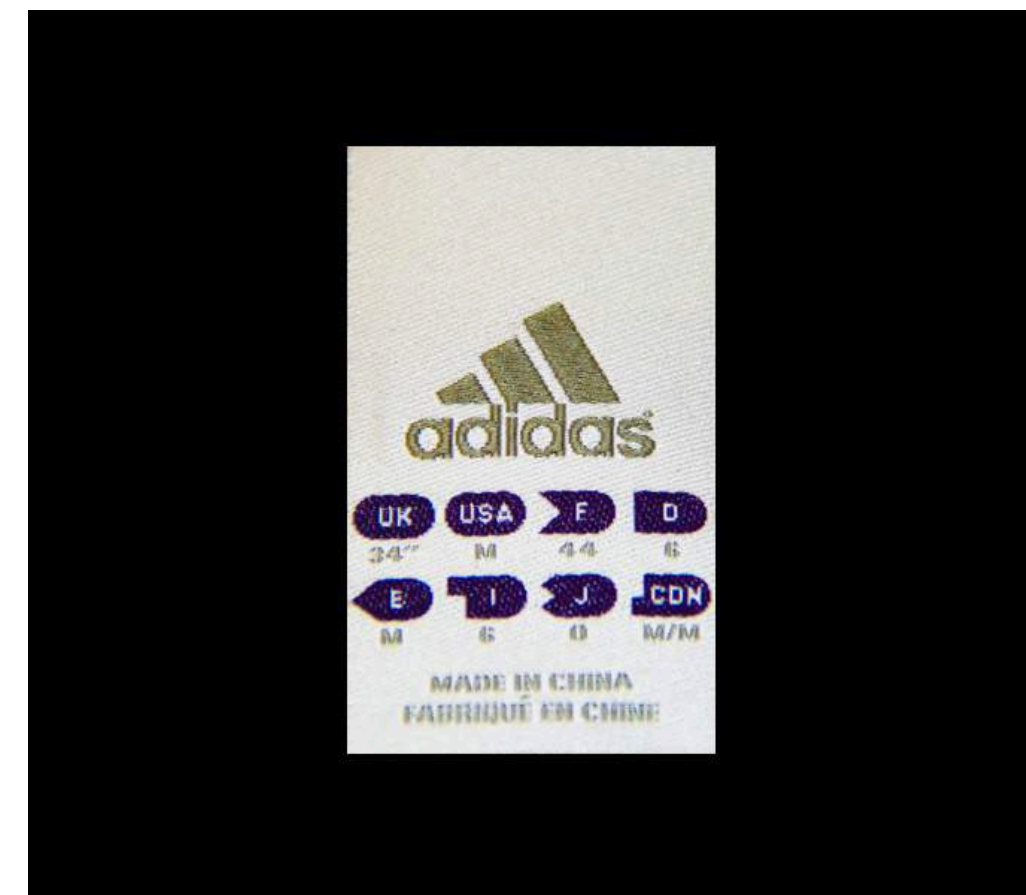
Fifth Step

YOU PROMOTE THE NEW LABEL
AND THE INTERACTION BEGINS.

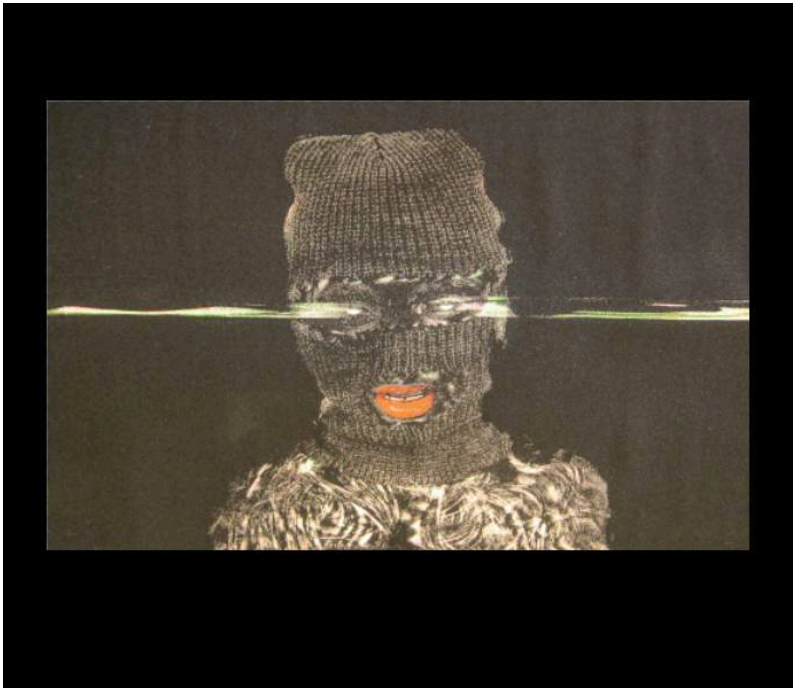
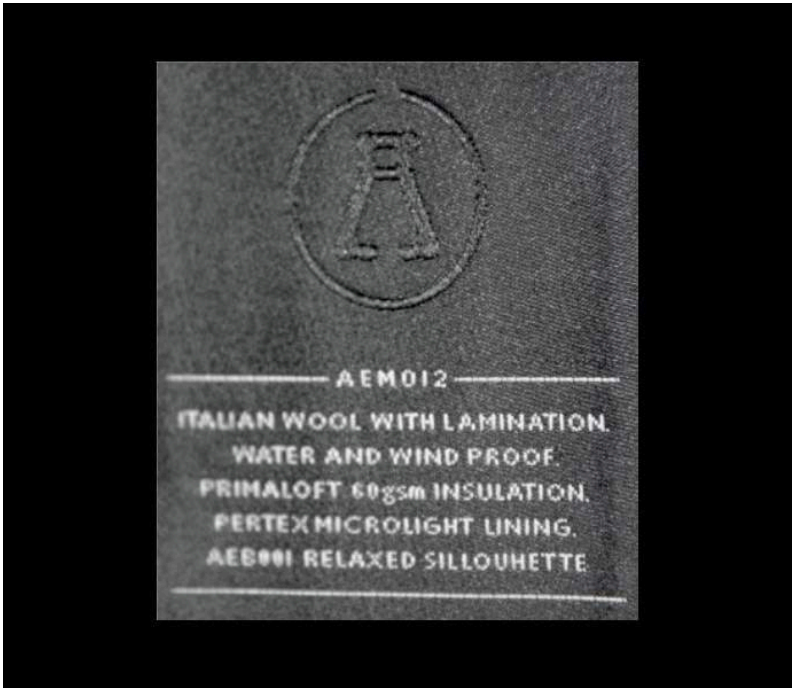
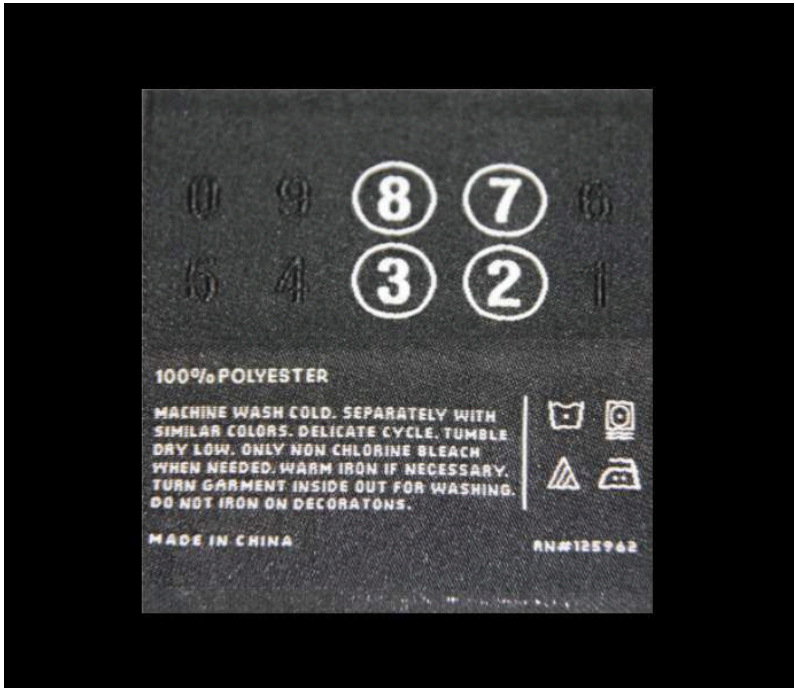


GALLERY

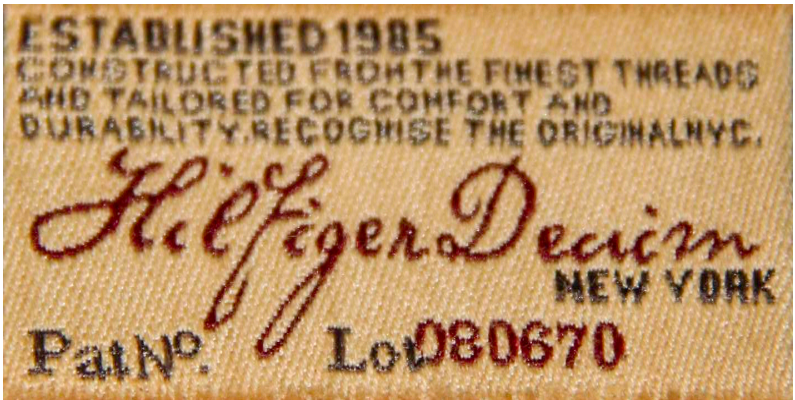
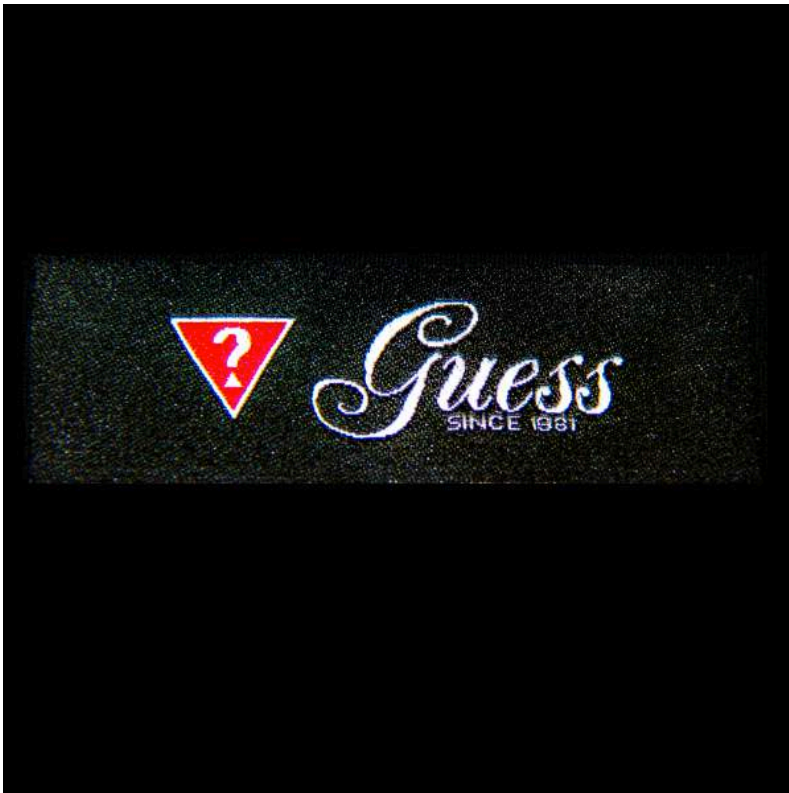
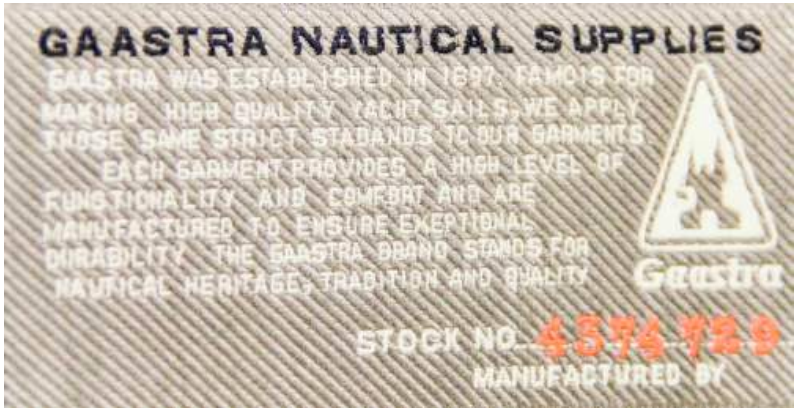
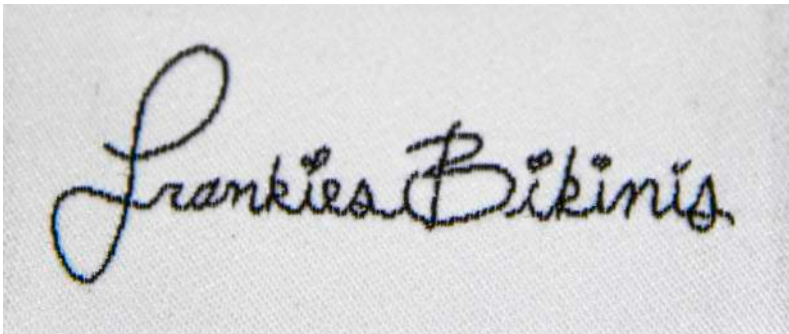
.....
Creativity is the key to success.



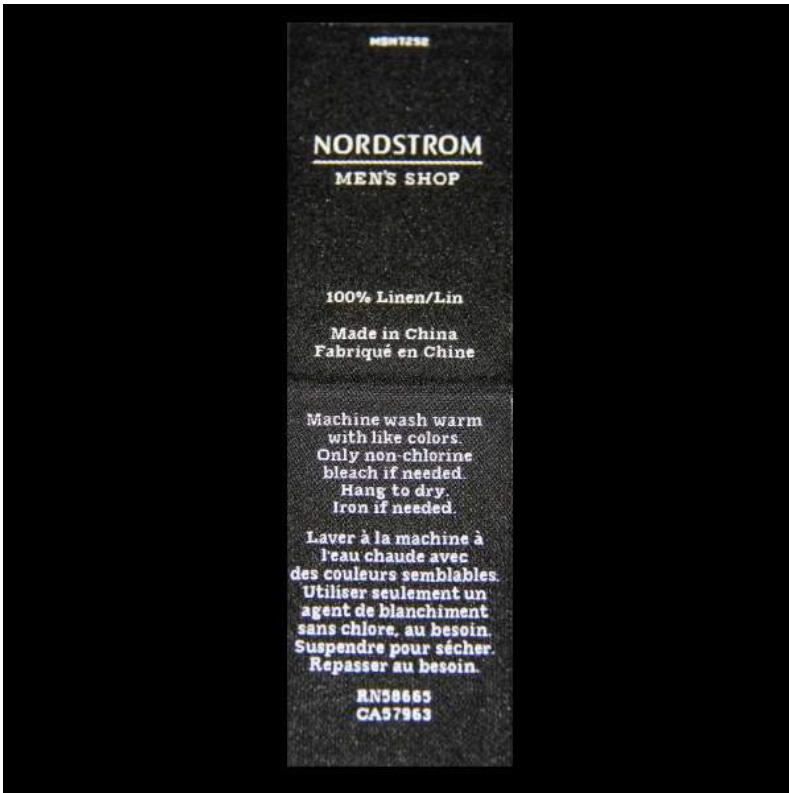
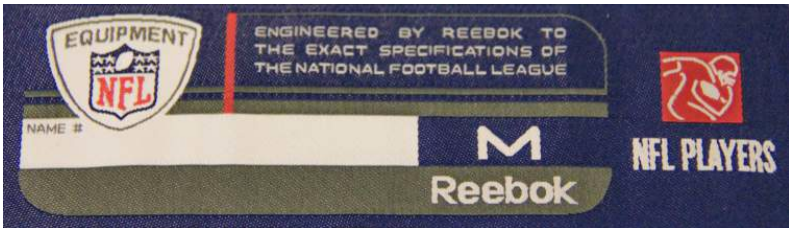
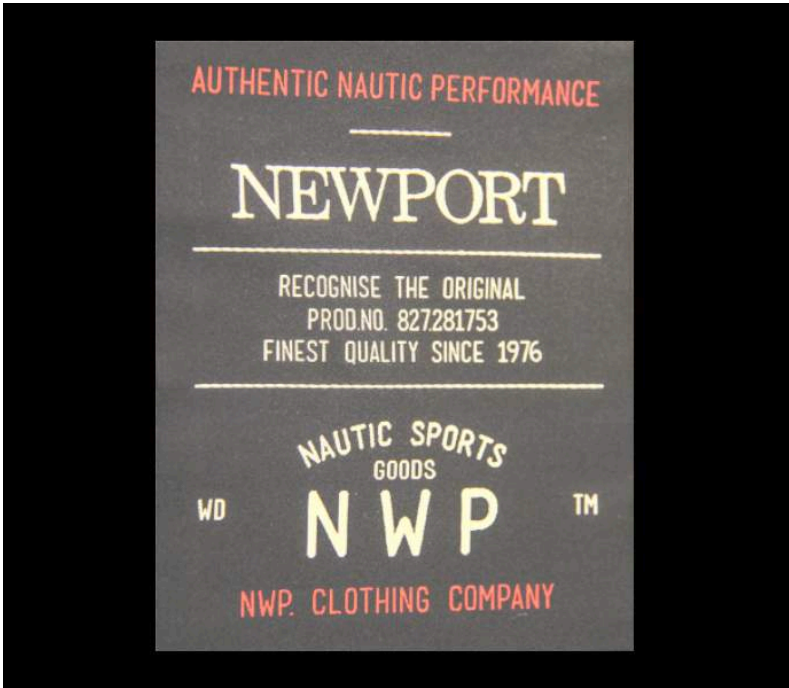
SOME OF OUR WORK...



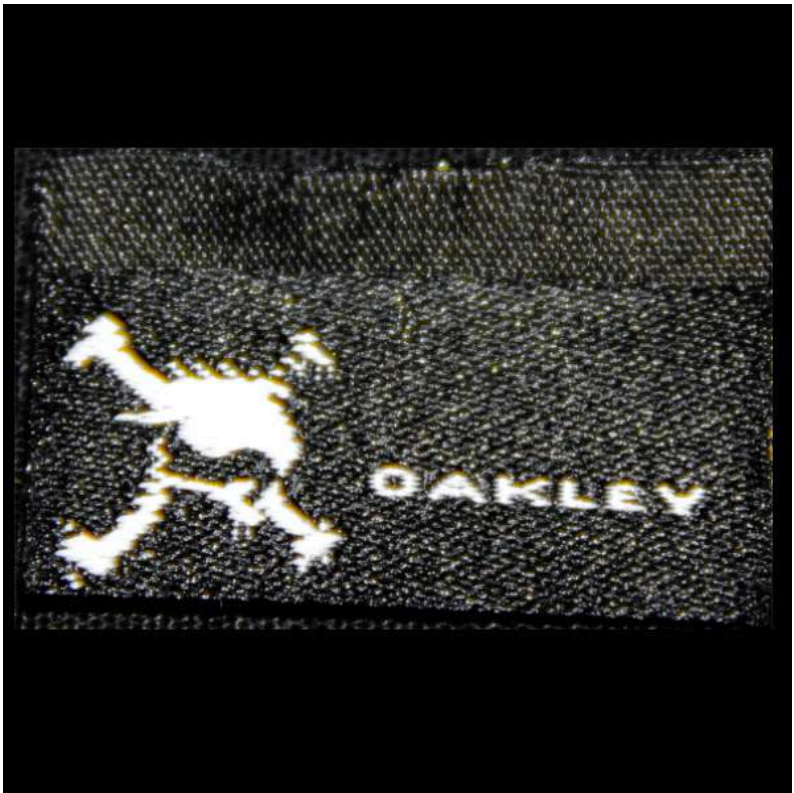
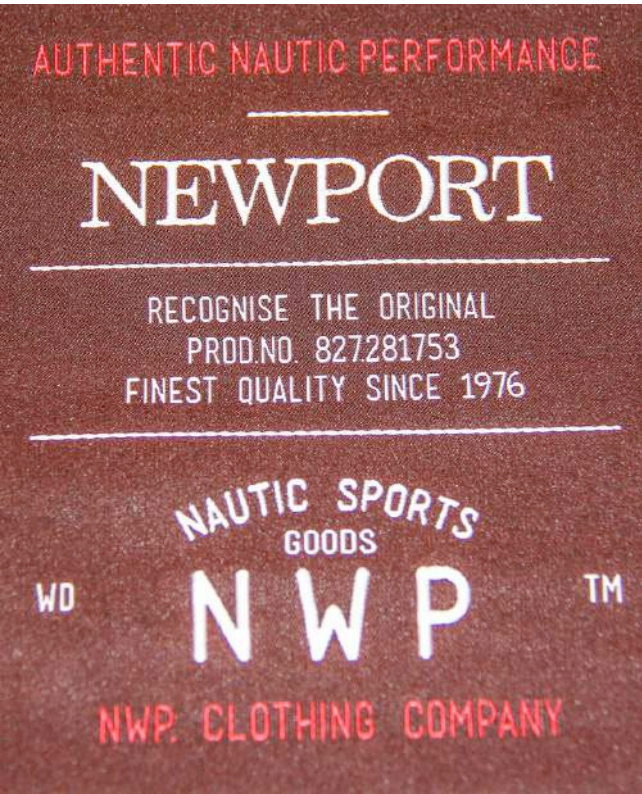
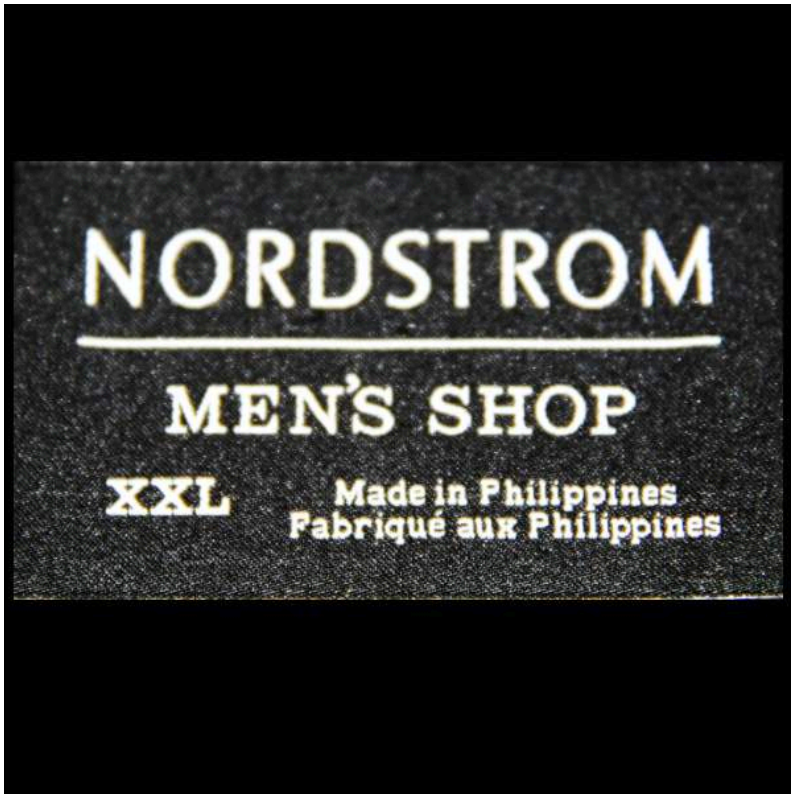
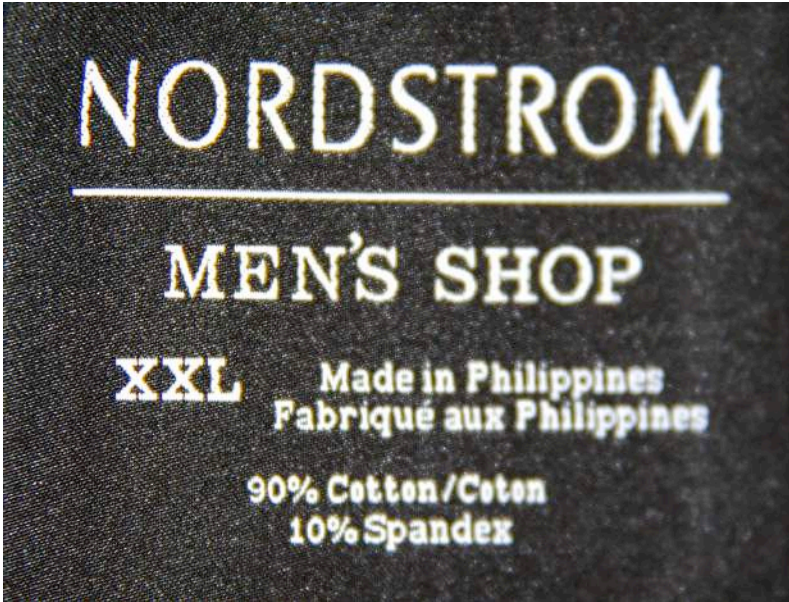
SOME OF OUR WORK...



SOME OF OUR WORK...



SOME OF OUR WORK...



WE MAKE LABELS FOR.....

Abercrombie & Fitch



AMERICAN EAGLE
OUTFITTERS

ANN TAYLOR
LOFT

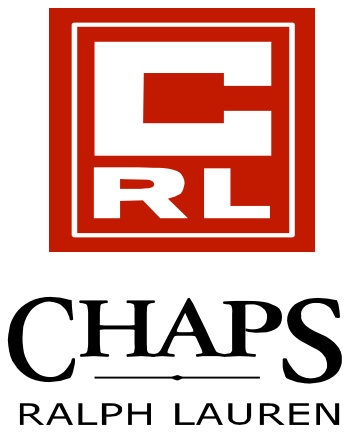


Billabong.

BJÖRN BORG®



Calvin Klein Jeans



chico's



ELIZABETH^{AND}JAMES

WE MAKE LABELS FOR.....



GIVENCHY

GUESS
JEANS

HILFIGER
DENIM



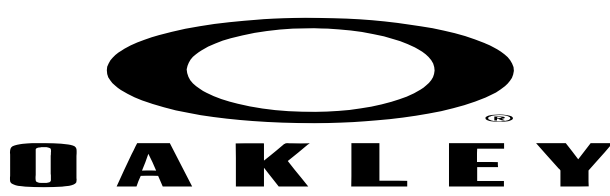
MARKS &
SPENCER



WE MAKE LABELS FOR.....



NORDSTROM



Reebok



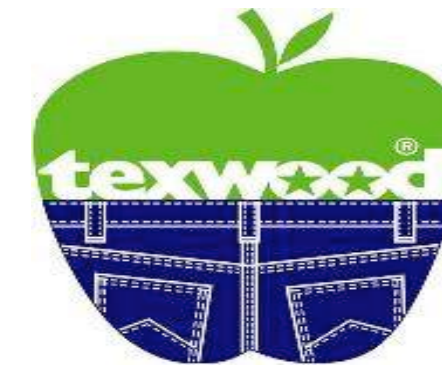
SERENA & LILY



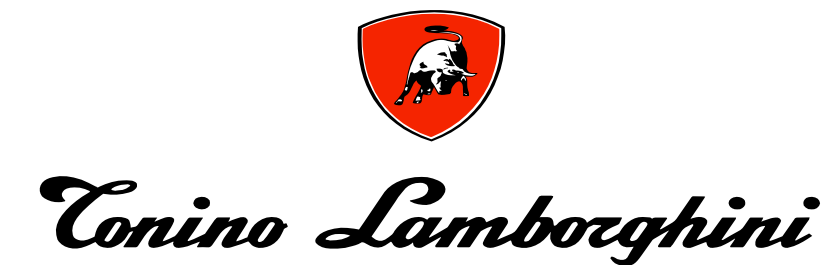
SPIDER-MAN

WE MAKE LABELS FOR.....

極度乾燥(しなさい)
Superdry.



Timberland 



TRUE RELIGION



V I C T O R I A
B E C K H A M

VODAFONE
McLAREN
MERCEDES





GET IT IN TOUCH

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